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OLIVER et al.(10) **Pub. No.: US 2014/0129394 A1**(43) **Pub. Date: May 8, 2014**(54) **VIRTUAL CLOSET FOR STORING AND
ACCESSING VIRTUAL REPRESENTATIONS
OF ITEMS**(71) Applicant: **MICROSOFT CORPORATION,**
REDMOND, WA (US)(72) Inventors: **THOMAS C. OLIVER,** WINDSOR,
CO (US); **MEGAN LESLEY**
TEDESCO, SAMMAMISH, WA (US);
JOHN CLAVIN, SEATTLE, WA (US);
EYAL OFEK, REDMOND, WA (US);
DOUG BURGER, BELLEVUE, WA
(US)(73) Assignee: **MICROSOFT CORPORATION,**
REDMOND, WA (US)(21) Appl. No.: **14/155,991**(22) Filed: **Jan. 15, 2014****Related U.S. Application Data**(63) Continuation of application No. 13/051,677, filed on
Mar. 18, 2011, now Pat. No. 8,645,230.**Publication Classification**(51) **Int. Cl.**
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USPC **705/27.2**(57) **ABSTRACT**

A virtual closet stores and presents virtual representations of physical items. The virtual representations may include virtual representations of items owned by a user, items the user would like to own, and/or memorabilia items for the user. The virtual closet may provide a number of functions. In some embodiments, the virtual closet may be used to facilitate selling items on online selling platforms by providing information (including virtual representations of the items) from the virtual closet to the online selling platforms to place the items for sale. The virtual closet may also be used in some embodiments to facilitate providing advertising targeted to the user based on information available to the virtual closet.

